

Note for Weinstein, Barbara

From: Joyce, Ed
Date: Fri, Jul 28, 1995 9:54 AM
Subject: WEEKLY PROMOS 7/28
To: Gawronski, Edward; Levy, Carolyn; Moose, Jim; O'Brien, Sheila; Saloun, Tom; Shah, Biren; Weinstein, Barbara
File(s): WEEKLY PROMOS 7/28

Total promotional volume for the week was 281 million units, versus an expected amount of 276 million units.

- Marlboro was 188 million units, versus an expected amount of 180 million units. Virtually all of Marlboro was 5 for 4 volume;
- Cambridge was 49 million, versus an expected amount of 50 million;
- Slims was 23 million, versus an expected amount of 24 million;
- Basic was 20 million, versus an expected of 21 million.

Next week 542 million of promotional volume is expected to be shipped. Expected Marlboro 5f4 volume is 410 million units.

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